



# STATE OF WISCONSIN

## DEPARTMENT OF MILITARY AFFAIRS

### DIVISION OF EMERGENCY MANAGEMENT

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**For Immediate Release**  
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## NOAA Emergency Radios Save Lives “Listen, Act and Live!”

(MADISON) – The recent tornadoes in Illinois remind us that it is time to prepare for possible tornadoes here in Wisconsin.

May 6, 2015 is NOAA Weather Radio All Hazards Awareness Day. The campaign encourages Wisconsin residents to own a NOAA All Hazards Weather Radio, a 24-hour source of weather forecasts, watches, warnings, and non-weather emergency information provided by the National Weather Service and its parent agency, the National Oceanic and Atmospheric Administration (NOAA).

“NOAA All Hazards Weather Radios save lives”, says Brian Satula, Wisconsin Emergency Management Administrator. “The early warning of possible danger gives you and your family time to act and stay safe.” Satula adds this reminder, “Listen, Act and Live! Listen to the weather radio warnings and take action right away. You’ll have a much better chance of surviving disaster.”

NOAA All Hazards Weather Radios are “smoke detectors for severe weather.” A NOAA Weather Radio with an alarm and battery back-up is one of the best ways to protect your family, especially at night when the alarm feature can wake you up during severe weather and give you and your family time to seek appropriate shelter. If there is no severe weather or emergency your radio can be switched to a silent, stand-by mode.

ReadyWisconsin profiles people who survived tornadoes thanks to an emergency weather radio. You can see these stories at <http://readywisconsin.wi.gov>

The NOAA Weather Radio All Hazards network started in 1972 and is the sole government-operated radio system to provide direct warnings for all hazardous conditions that pose a threat to lives and property. There are 37 stations that broadcast weather and hazards information to the residents of Wisconsin, and over 1,000 stations nationwide.

Weather radios come in many sizes, with a variety of functions and costs. They can be purchased at most electronic stores. Most weather radio receivers are either battery-operated portables or AC-powered desktop models with battery backup. The portable weather radios are an important item to take along when you are enjoying the outdoors such as camping and boating. Many receivers have digital technology called Specific Area Message Encoding (SAME) that allows users to program their radios to alarm only for hazardous conditions that affect their county.

For additional information about weather radios including real life stories of Wisconsin residents who survived a tornado thanks to the early warning from a NOAA All Hazards Weather Radio, go to <http://readywisconsin.wi.gov>. You’ll also find a Q & A section with the most asked questions about emergency weather radios.